

72 hours, 50 entrepreneurs...
and 20 kg of sugar!

3 DAY START-UP PROGRAMME

Dora Handrea and Ross McLennan



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Collaboration...

Divides the task and multiplies the success!



Source: Unknown



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Who are we?

Dora
Enterprise Executive

Ross
Enterprise Development
Executive



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The experience - 3 Day Start Up Video



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Global Partnership with
University of Austin Texas

Experiential learning

Cross disciplinary teams

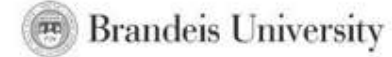
Engage local network as
mentors and judges

Show case pitch event to close

“What would you do
if you had 72 hours to
start a company?”

3 DAY STARTUP

3DS



The Numbers



11,623

Students



30

Countries Across 6 Continents



134

Companies Launched by 3DS Alumni



168

Schools



38

Accelerator and Incubator
Acceptances



131.3

Million \$ Raised by Alumni



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3 Day Startup

First 3DS at the University of Edinburgh in 2013.

One a year since 2013.

Ran our 5th in March 2017 and will be running a second later this year.

Own staff are now trained and licenced to run 3DS in Europe.



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What are we doing next?

- ◇ In groups
- ◇ Look under your seat
- ◇ This will be your focus university
- ◇ What do you need to do to make 3DS happen?
- ◇ How will this benefit your organisation?
- ◇ Using the Mission Model Canvas
- ◇ 1 min pitch



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Mission Model Canvas – 3DS








The Mission Model Canvas

Mission/Problem Description:

Designed by:

Date:

Version:

<p>Key Partners </p> <ul style="list-style-type: none"> • Mentors • 3DS organisation • University (catering, venue) • Society and ambassadors 	<p>Key Activities </p> <ul style="list-style-type: none"> • Promotion • Organising venue, catering, people, rotas, mentors • Recruiting attendees • Helpers • Deliver 3DS • Managing the whole weekend, networking • Organise Demo session, prizes, feedback 	<p>Value Propositions </p> <ul style="list-style-type: none"> • Develop enterprise skills • Do in 3 days what you would normally do in 3 months • Find co-founders & friends for life • Validate business idea • Improve your CV • Networking and find mentors • Do stuff, don't just think about it! 	<p>Buy-in & Support </p> <ul style="list-style-type: none"> • Catering • T-shirts • Marketing team & schools • Grants • SMT • Team support, managers 	<p>Beneficiaries </p> <ul style="list-style-type: none"> • Undergraduates • Post graduates • PhD • Taught postgraduates • Early stage researchers • Permanent academic staff • Local SMEs/corp • University • Reputation • Wider community/eco-system • 3DS – paying a licence • Other universities (power of example)
<p>Mission Budget/Cost </p> <ul style="list-style-type: none"> • ££££ • Hours • Include food, t-shirts, printing booklets, materials, canvases, flipchart, sharpies • Flying over the facilitator • video-/photographer 		<p>Mission Achievement/Impact Factors </p> <ul style="list-style-type: none"> • Attendees – participants are exposed to entrepreneurial mindsets & info – planting a seed • # of start-ups as a result of the event • Feedback – experiential learning – ‘best experience ever’ • PR – raise exposure for the University – social media, tweets • Attendees from other universities 		










The Mission Model Canvas

Mission/Problem Description: 3DS

Designed by:

Date:

Version:

<p>Key Partners </p> <p>Who do you need to work with to make 3DS happen?</p> <p>e.g. 3DS</p>	<p>Key Activities </p> <p>What do you need to do to make this happen?</p> <p>e.g. 3 months of planning</p>	<p>Value Propositions </p> <p>How will 3DS solve beneficiaries' problems or improve their situation?</p> <p>e.g. Do in 3 days what you would normally do in 3 months</p>	<p>Buy-in & Support </p> <p>Who do we need buy-in from to make this happen?</p> <p>e.g. Your boss</p>	<p>Beneficiaries </p> <p>Who will gain from 3DS happening?</p> <p>e.g. Undergraduates</p>
<p>Key Resources </p> <p>What stuff is needed to make 3DS happen?</p> <p>e.g. Facilitator</p>		<p>Deployment </p> <p>What would make this a success?</p> <p>e.g. 50 attendees</p>		
<p>Mission Budget/Cost </p> <p>What are the main costs of running 3DS? Where will you get this £££ from?</p> <p>e.g. Food</p>			<p>Mission Achievement/Impact Factors </p> <p>What value is being created for all beneficiaries?</p> <p>e.g. Improved university enterprise ecosystem</p>	











The Mission Model Canvas

Mission/Problem Description: 3DS

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<p>Key Partners </p>	<p>Key Activities </p> <ul style="list-style-type: none"> Promotion Organising venue, catering, people, rotas, mentors Recruiting attendees Helpers Deliver 3DS Managing the whole weekend, networking Organise Demo session, prizes, feedback 	<p>Value Propositions </p> <ul style="list-style-type: none"> Do in 3 days what you would normally do in 3 months 	<p>Buy-in & Support </p>	<p>Beneficiaries </p>
<p>Mission Budget/Cost </p> <ul style="list-style-type: none"> Food, t-shirts, canvases Flying over the facilitator 	<p>Key Resources </p> <ul style="list-style-type: none"> People Budget Venue Food and drinks Network of people (ie entrepreneurs, mentors) 		<p>Deployment </p> <ul style="list-style-type: none"> 72 hours 50 attendees 10 staff 5 mentors 3 months of planning 20 kgs of sugar 	
<p>Mission Budget/Cost </p> <ul style="list-style-type: none"> Food, t-shirts, canvases Flying over the facilitator 		<p>Mission Achievement/Impact Factors </p>		



pitch

1 minute



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Thank you

Keep in touch with us at:

Teodora.Handrea@ed.ac.uk

and

Ross.McLennan@ed.ac.uk



[Fb.com/LAUNCH.ed](https://fb.com/LAUNCH.ed)



[Twitter.com/launch_ed](https://twitter.com/launch_ed)



www.launch.ed.ac.uk



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